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(to be used for all correspondence after initial filing)

Application Number	09/884,821
Filing Date	June 18, 2001
First Named Inventor	Mallon, Kenneth P
Group Art Unit	2123
Examiner Name	Not Yet Assigned
Attorney Docket Number	017887-009000US

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Total Number of Pages in This Submission 16

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name	Townsend and Townsend and Crew LLP Gregory E. Stanton	Reg. No. 45,127
Signature		
Date	3/18/02	

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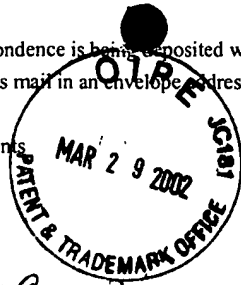
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On march 19, 2002

TOWNSEND and TOWNSEND and CREW LLP

By: Julie Taylor Clough

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Kenneth Mallon

Application No.: 09/884,821

Filed: June 18, 2001

For: METHOD AND SYSTEM FOR
PREDICTING AGGREGATE
BEHAVIOR USING ON-LINE
INTEREST DATA

Examiner:

Art Unit: 2123

INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98

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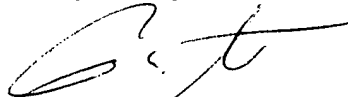
The references cited on attached form PTO/SB/08B are being called to the attention of the Examiner. Copies of the reference are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

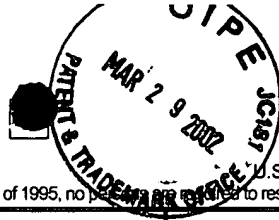
Respectfully submitted,



Gregory E. Stanton
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Substitute for form 1449B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number	09/884,821
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First Named Inventor	Mallon, Kenneth P
Group Art Unit	2123
Examiner Name	
Attorney Docket Number	017887-009000

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OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Technology Center 2100
	A	ZUFYDEN, FRED, "New Film Website Promotion and Box-Office Performance," Journal of Advertising Research, January - April 2000, pp. 55-64.	
	B	WAKEFIELD, JULIE, "Catching A Buzz New Internet Traffic Watchers Aim to Elevate Marketing to a Science," Scientific American, November 2001, pp. 30 and 32.	
	C	BLANKENHORN, DANA, "Measuring Street Cred," ClickZ, April 2, 2001; http://www.clickz.com/article.php/839701 ; pp. 1-4, Printed 3/18/02.	
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